

**SOUND TRANSIT
STAFF REPORT**

MOTION NO. M2004-91

Contract with Evans/McDonough Company, Inc.

| Meeting: | Date: | Type of Action: | Staff Contact: | Phone: |
|-------------------|----------|----------------------------|---|----------------|
| Finance Committee | 9/16/04 | Deferred | Ric Ilgenfritz, Chief Communications Officer, Office of Strategic and Corporate Communications | (206) 398-5239 |
| Finance Committee | 10/07/04 | Discussion/Possible Action | Tim Healy, Marketing Manager, Office of Strategic and Corporate Communications | (206) 398-5062 |

| Contract/Agreement Type: | ✓ | Requested Action: | ✓ |
|--------------------------|---|-------------------------------------|---|
| Competitive Procurement | ✓ | Execute New Contract/Agreement | ✓ |
| Sole Source | | Amend Existing Contract/Agreement | |
| Interagency Agreement | | Contingency Funds (Budget) Required | |
| Purchase/Sale Agreement | | Budget Amendment Required | |

✓ *Applicable to proposed transaction.*

ACTION

Authorizes the Chief Executive Officer to execute a contract with Evans/McDonough Company, Inc. to provide marketing, customer satisfaction and public opinion research services on an as-needed basis for a one-year contract term with two one-year options, for a total authorized contract amount not to exceed \$475,000.

KEY FEATURES

Services could include developing, fielding and analyzing:

- on-board surveys to measure customer satisfaction;
- focus groups to test rider information or marketing communications pieces;
- market segmentation studies to help develop and refine marketing approaches and appropriate tools to reach potential markets; and
- telephone surveys to research current attitudes, public awareness, and public satisfaction with the performance of Sound Transit, Link Light Rail, Express bus services, related capital projects and Sounder commuter rail.

Each project will require a scope of work and work order before any work is authorized by the project manager.

BUDGET IMPACT SUMMARY

There is no action outside of the Board-adopted budget; there are no contingency funds required, no subarea impacts, or funding required from other parties other than what is already assumed in the financial plan.

BUDGET DISCUSSION

The requested contract amount is within the current adopted budget.

REVENUE, SUBAREA, AND FINANCIAL PLAN IMPACTS

The proposed action is consistent with the current Board-adopted budget and is affordable within Sound Transit's current long-term financial plan and the subarea financial capacity.

BUDGET TABLE

Summary for Board Action

Action Item: Marketing and Public Opinion Research

| | (A) | (B) | (C) | (D) |
|---------------------------------------|---------------------------------|---------------|-----------------|-------------------------------|
| Contract Budget | Current Approved Contract Value | Spent to Date | Proposed Action | Proposed Total Contract Value |
| Marketing and Public Opinion Research | 0 | - | 475,000 | 475,000 |
| Contingency | 0 | - | - | - |
| Total | 0 | - | 475,000 | 475,000 |
| Percent Contingency | 0% | - | 0% | 0% |

| Various Operating Budgets | 2004 Board Adopted Operations Budget | Future Staff Budgets | This Action for 2004 | 2004 Suplus (Shortfall) |
|---------------------------|--------------------------------------|----------------------|----------------------|-------------------------|
| Sounder | 457,227 | 914,454 | 60,000 | - |
| Regional Express | 250,000 | 500,000 | 60,000 | - |
| Communications | 295,000 | 590,000 | 355,000 | - |
| Total Account | 1,002,227 | 2,004,454 | 475,000 | - |

Budget Shortfall

| Level | \$ | Revenues | Funding Source |
|-------|----|----------|----------------|
| NA | - | - | NA |

Notes

The budget for this item is in Marketing Line of Agency Transit Operations budget on page 28 and Advertising/Marketing line on page 230 of 2004 Adopted Budget book

M/W/DBE – SMALL BUSINESS PARTICIPATION

Prime Consultant/Contractor

Evans/McDonough is the prime consultant. Evans/McDonough is a small business and will be performing 100% of the contract.

EEO Commitment

Evans/McDonough's workforce demographics are 29% women and 29% people of color.

HISTORY OF PROJECT

Sound Transit has conducted periodic marketing, customer satisfaction and public opinion research since the agency was created in 1996. This research has been useful in measuring the effectiveness of Sound Transit programs and services.

To date, these services have been acquired on a project-by-project basis through a competitive telephone procurement process. This contract will allow more continuity in the research products produced and allow the agency to respond more quickly as research needs arise. Also, a recent audit of Sound Transit's Express bus operations by the Federal Transit Administration urged the agency to conduct ongoing customer satisfaction surveys to be more responsive to customer needs and concerns. This contract will help Sound Transit be responsive to that suggestion.

In June 2004, Sound Transit issued a Request for Proposal for Marketing/Public Opinion Research Consultant Services and received proposals from seven firms. A selection panel evaluated the written proposals and selected three firms for interviews. Considering the written proposal and interview, the selection panel selected Evans/McDonough Company, Inc.

CONSEQUENCES OF DELAY

Delays in executing this contract could affect research projects that assist in developing plans for Sound Transit's Phase 2 program and could delay receiving valuable information from of a customer survey conducted for the Transportation Services department. The agency needs updated data to evaluate the effectiveness of added service and new marketing efforts implemented since the last public opinion survey conducted last year.

PUBLIC INVOLVEMENT

Not applicable to this action.

LEGAL REVIEW

JW 9/07/04

SOUND TRANSIT

MOTION NO. M2004-91

A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority authorizing the Chief Executive Officer to execute a contract with Evans/McDonough Company, Inc. to provide marketing, customer satisfaction and public opinion research services on an as-needed basis for a one-year contract term with two one-year options, for a total authorized contract amount not to exceed \$475,000

Background:

Sound Transit has conducted periodic marketing, customer satisfaction and public opinion research since the agency was created in 1996. This research has been useful in measuring the effectiveness of Sound Transit programs and services.

To date, these services have been acquired on a project-by-project basis through a competitive telephone procurement process. This contract will allow more continuity in the research products produced and allow the agency to respond more quickly as research needs arise. Also, a recent audit of Sound Transit's Express bus operations by the Federal Transit Administration urged the agency to conduct ongoing customer satisfaction surveys to be more responsive to customer needs and concerns. This contract will help Sound Transit be responsive to that suggestion.

In June 2004, Sound Transit issued a Request for Proposal for Marketing/Public Opinion Research Consultant Services and received proposals from seven firms. A selection panel evaluated the written proposals and selected three firms for interviews. Considering the written proposal and interview, the selection panel selected Evans/McDonough Company, Inc.

Motion:


It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority that the Chief Executive Officer is authorized to execute a contract with Evans/McDonough Company, Inc. to provide marketing, customer satisfaction and public opinion research services on an as-needed basis for a one-year contract term with two one-year options, for a total authorized contract amount not to exceed \$475,000.

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on October 7, 2004.



Kevin R. Phelps
Finance Committee Chair

ATTEST:



Marcia Walker
Board Coordinator